

Your City Directory has HUNDREDS OF USES AND APPLICATIONS

BUYING

- Learning new sources of supply.
- Keeping up with known sources of supply.
- Checking on the record of firms from which you buy as to dependability, stability, etc.

SELLING (*Including market analysis and sales promotion*)

- Locating new markets.
- Maintaining up-to-date mailing lists.
- Analyzing the buying power of a community or street.
- Routing salesmen to avoid lost motion in reaching prospects.
- Locating residents of hotels and apartment buildings, many of whom are listed nowhere else.
- Identifying names and titles of officials, for use of salesmen.

CREDIT REFERENCE (*and Collections*)

- Running down delinquent debtors.
- Checking credit applications as to address, moving habits, names of employers, stability of employment, family status, neighbors, whether owner or renter, etc.
- Identifying persons of same or similar names.
- Investigating cases in welfare, charitable, social service and legal work.

DELIVERY *Communication, Mailing, Etc.*

- Routing deliveries.
- Reducing dead letters and insuring more complete delivery of mail.
- Effecting delivery of messages and parcels erroneously or defectively addressed.
- Correcting names and titles.

LAW ENFORCEMENT *Criminal Detection and Apprehension*

- Tripping bad-check passers.
- Deciphering illegible signatures.
- Guarding against habitual bill dodgers.
- Tracing heirs and witnesses, settling estates, and establishing facts as of a certain date.

CONSULT YOUR DIRECTORY FIRST